

## WE CLAIM:

1. A wireless billboard system, comprising:

- 5           (a) a wireless billboard operative to receive and  
display text and graphics and to transmit messages  
wirelessly;
- 10           (b) a plurality of transmitter/receiver sites located so  
as to receive wireless signals transmitted from a  
transmission site and to transmit them to said  
wireless billboard and to receive wireless  
transmissions from each of said wireless billboards  
and to transmit them to a user's mobile phone; and
- 15           (c) a billboard management site couplable to each of  
said transmitter/receiver sites and operative to  
receive transmissions from said plurality of  
transmitter/receiver sites and to transmit  
wirelessly to said transmitter/receiver sites.

20 2. A system according to claim 1, wherein said wireless  
billboard has its own identity.

3. A wireless billboard system, comprising:

- 25           (a) a wireless billboard operative to display text and  
graphics transmitted to it wirelessly;

- (b) a carrier network located so as to receive and transport wireless signals and to transmit them to and receive them from a wireless billboard and to transmit them to and receive them from a transmission site and operative to receive transmissions from and transmit to a user;
- (d) a gateway operative to wirelessly transmit to and receive wireless transmissions from said carrier network;
- (e) a content server coupled to said gateway and operative to transmit data to and receive data from said gateway; and
- (f) a billboard management computer, coupled to said content server and operative to control operation of said wireless billboard system.

4. The system according to claim 3, wherein said user is a mobile phone.

5. A wireless billboard system, comprising:

- (a) a plurality of wireless billboards, each operative to display text and graphics transmitted to them wirelessly;
- (b) a carrier network located so as to receive and transport wireless signals transmitted to it from a transmission site and to receive and transport

wireless signals from said wireless billboards and  
to transmit the signals received from said  
transmission site to said wireless billboards and  
operative to receive transmissions from and transmit  
5 to a user;

(g) a gateway operative to wirelessly transmit signals  
to and receive signals from said carrier network;

(h) a content server coupled to said gateway and  
operative to transmit data to and receive data from  
10 said gateway; and

(i) a billboard management computer, coupled to said  
content server and operative receive data from and  
to transmit data to said content server and to  
control operation of said wireless billboards.

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6. A system according to claim 5, wherein each of said  
billboards has its own identity.

7. The system according to claim 5, wherein said user is a  
20 mobile phone.

8. A wireless billboard system, comprising:

(a) a plurality of wireless billboards operative to  
25 display text and graphics transmitted to them  
wirelessly

- 5 (b) a carrier network located so as to receive and transport signals sent wirelessly and to transmit wireless signals to said wireless billboards and to a transmission site and operative to receive wireless transmissions from and transmit wireless signals to a user;
- (c) a gateway operative to wirelessly transmit data to and receive data from said carrier network;
- 10 (d) a web server coupled to one network of an Internet network and an intranet network and to said gateway and operative to transmit data to and receive data from said gateway and said one network; and
- 15 (e) a billboard management computer, coupled to said one network and operative to communicate with said web server to control operation of said wireless billboard system.

9. A system according to claim 8, wherein said web server also communicates with a member of the group consisting of a laptop  
20 computer and a commercial content provider.

10. A system according to claim 8, wherein each of said billboards has its own distinct identity.